

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1 2022/2023 (TERM ID 2210)

BMR2044 – PROMOTIONAL MARKETING

(All Sections/Groups)

15 FEBRUARY 2023

2.30 p.m - 4.30 p.m

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 6 pages with 2 Sections only.
2. **Section A:** Answer all **TWO (2)** questions.
Section B: Answer any **TWO (2)** of the **THREE (3)** essay questions.
3. The distribution of the marks for each question is given at the end of each question.
4. Please write all your answers in the Answer Booklet provided.

SECTION A: ESSAY QUESTIONS (50 MARKS)**INSTRUCTION: ANSWER ALL TWO QUESTIONS****QUESTION 1**

An invitation was received from a Cooker Manufacturer to design a creative print advertisement to **boost the usage of stainless-steel cookers**. The print advertisement would be placed in daily newspapers and targeted to prospective family members and parents.

As an enthusiastic marketing practitioner, you have done an information search and have pinned this piece article (as below) as a reference to the advertisement that would adhere to the Cooker Manufacturer's request.

Source: <https://mybestricecooker.com/rice-cooker-with-ceramic-or-stainless-steel-inner-pot/>

By Linda Walton • Last Updated: April 14, 2022

Rice Cooker with Ceramic or Stainless-Steel Inner Pot, Which is Better and Why

Most rice cooker inner pots are made from aluminium with a non-stick coating called Teflon. However, this material imposes a serious health risk once burnt. Many rice cookers are now made with non-toxic materials like ceramic and stainless steel. Today, we'll find out which rice cooker is better, with ceramic or stainless-steel inner pot and why!

Why Rice Cooker Inner Pots Matter

Rice cooker inner pots are made from different materials such as aluminium, Teflon, ceramic, and stainless steel to name a few. However, the ever-dependable rice cooker can also be toxic and dangerous to our health.

The inner pots are usually coated with Teflon to avoid the rice from sticking to the bottom of the pan. Teflon can actually withstand cooking temperatures more than 500 °F and this suits rice cooking which is usually at 212 °F.

It only becomes harmful once it is burnt or scratched. Once the Teflon coating is scratched, it can release dangerous chemicals and may contaminate our food and body organs.

Teflon is made with Polytetrafluoroethylene (PTFE) which can cause liver diseases, testicular cancer, and thyroid disorders.

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Now, this is why rice cooker inner pots matter. You wouldn't risk your family's health just like that.

Choosing a safer and healthier inner pot alternative is easy, with the rise of new materials like ceramic and stainless steel. Find out which one suits your needs.

Ceramic Rice Cooker Inner Pots

There is a new trend in rice most rice cooker inner pots today that provides a healthier alternative to aluminium Teflon coating. Ceramic rice cooker inner pots became popular because of its natural minerals.

Ceramics do not contain the chemicals found in Teflon non-stick coating like PTFE, lead, cadmium, and PFOA. The ceramic inner pot is kiln-glazed instead of coated or dipped, like how most pots are made of.

Why Choose Rice Cooker with Ceramic Inner Pots?

There are actually two types of ceramic inner pots that you can choose from. Most of the brands out there offer sprayed ceramic coating to other materials like stainless steel or aluminium.

However, this is not the healthiest pot to use since the coating can still easily be scratched. The healthiest ceramic inner pot is the one that is baked and glazed.

So why choose a ceramic inner pot for your rice cooker? Here are some notable features that you should know:

- Toxic and Chemical-free
- Easy to clean
- Even heat distribution
- Non-stick
- Versatile
- Able to withstand high temperatures (up to 2,700 °F)

True enough that ceramic rice cooker inner pots are almost 'natural' and safe to use, the drawbacks I see are its durability and pricing.

Some ceramic pots are prone to breakage once dropped, while high-end ceramic rice cookers are costly.

Fortunately, there are some brands that feature high-durability ceramic rice cooker inner pots.

What About Stainless Steel Rice Cooker Inner Pots?

Another non-toxic material used in most rice cooker inner pots is stainless steel. It is believed that stainless steel is almost indestructible.

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In fact, stainless steel cookware is already popular because of its many advantages over other cooking materials.

There is also a huge demand for rice cooker inner pots made with stainless steel due to their durability and several more benefits.

Stainless Steel Inner Pot Advantages

Stainless steel has a lot of perks that anyone who cooks would certainly love. So if you own a rice cooker with a stainless steel inner pot, you will get the following advantages:

- Preserves Flavour
- Durable
- Versatile
- Appearance

While you get all these advantages, there are also a handful of cons that stainless steel brings:

- Poor heat transfer. (Unless it's bonded with copper or aluminium base)
- Sticking
- Expensive
- Discoloration

Ceramic vs. Stainless Steel Rice Cooker Inner Pot

You can still get the optimum rice cooking performance whether you choose a ceramic or stainless steel rice cooker.

However, if you are going to choose either of them, then consider these features carefully:

Durability

Investing in appliances with high-durability features is essential since it will take you a long time before you can replace it. For this, stainless steel is known to withstand test time and heat.

Stainless steel may undergo discoloration due to high-heat cooking but it can stand breakage once dropped, unlike ceramic inner pots which are very vulnerable.

Safety

Your next top concern should be your safety. Remember, you are trying to avoid chemical contamination from non-stick coatings like the Teflon so you must greatly consider which is safer to use between ceramic and stainless steel inner pot.

According to most experts, ceramic is close to almost 'natural' since it is made from clay unless you buy cheaper brands which only use a ceramic coating.

Stainless steel, on the other hand, is still metal, which can get burnt in the long run and can get pitted. Tiny metal parts may contaminate your food.

Generally, ceramic inner pots are safer compared to stainless steel.

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Ease of Use

If you are a beginner, then you are most probably looking for an easy to use kind of rice cooker. Ceramic inner pots are easier to use compared to stainless steel because the rice doesn't stick to the bottom of the pot.

Price

There is a slight difference between the prices of ceramic and stainless steel inner pots. It all depends on the brand you are planning to purchase. High-quality rice cookers come with a price so you have to carefully consider which brand suits your needs.

Which is Better and Why?

In terms of health and safety concerns, I prefer using a **ceramic rice cooker inner pot** for many reasons.

One of which is the all-natural quality of the pot that preserves the flavor of food you cook in it apart from rice. Next is the easy-to-use feature that anyone from beginner to expert levels can greatly enjoy.

Remember, your choice of rice cooker will highly influence the overall quality and safety of food preparation so you cannot afford to choose wrong.

Overall, both non-stick rice cooker inner pots are actually good. Each has its own qualities that you might prefer over the other.

The best way to choose is to narrow down your needs.

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SECTION A: ANSWER ALL TWO QUESTIONS**QUESTION 1**

Design a creative print advertisement to promote the **usage of Stainless-Steel cookers**. Your print advertisement must fulfil the requirements of

- Headline
- Subheadline
- Amplification (Body Copy)
- Proof of claim
- Illustration

You are required to sketch your print advertisement on an A4 size plain sheet. Each of the five requirements has to be labelled.

[Total: 25 marks]

QUESTION 2

- a) Based on the sketched print advertisement from Question 1, identify the leverage point. Why level point is important?
(5 marks)
- b) What are the **THREE (3) levels** of abstraction of the Mean-End Chain (MEC) theory? Explain in brief.
(6 marks)
- c) Do the three levels of abstractions of MEC occur in your sketched print advertisement, and explain why?
(5 marks)
- d) Explain how the leverage point is related to the MEC theory
(9 marks)

[Total: 25 marks]

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SECTION B: ANSWER ANY TWO (2) QUESTIONS**QUESTION 3**

- a) With reference to the outcome of Question 1, discuss the component of Cognitive and how they can be useful in creating a print advertisement. What are the **THREE (3)** additional elements would you add to the print advertisement?
(7 marks)
- b) Based on the outcome of Question 1, which **ONE (1)** element or object or content can reflect an affective component and how it is important to purchasing decisions
(6 marks)
- c) There are five steps in the consumer buying decision-making process. Identify **TWO (2)** important steps in the buying-decision process. Why are they important and how can they be useful?
(12 marks)
- [Total: 25 marks]

QUESTION 4

In the world of marketing management, creating a powerful brand has emerged as a key ingredient in the long-term success of a company.

- a) Suggest and discuss any **THREE (3)** ingredients required to help MMU builds a powerful brand.
(15 Marks)
- b) Describe the following terms :
i) Ingredient Branding ii) Cooperative Branding. Support each type of branding with an example.
(10 marks)
- [Total: 25 marks]

QUESTION 5

- a) Examine any **TWO (2)** types of consumers who can pass along buzz marketing messages. Describe with examples for each type.
(10 marks)
- b) How do you ensure buzz marketing remains effective? Examine any **THREE (3)** preconditions to buzz marketing effectiveness. Discuss with examples for each preconditions.
(15 marks)
- [Total: 25 marks]

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